

AlertSeattle
Seattle Notification and Alerting System
Use Policy and Guidelines

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1. Executive Summary

The City of Seattle, with the sponsorship of eight departments, conducted an RFP process in 2014 and selected Rave Mobile Safety's Rave Alert product as its hosted emergency notification and alerting system. The City has named the system *AlertSeattle* and intends to use it to meet three objectives:

1. Sending the public emergency information for taking immediate life-protective measures¹
2. Rapidly mobilizing emergency responders during events such as active-shootings, serial arsons, urban flooding, landslides or possible oil train derailments
3. Sending important, non-emergency notifications to individuals who have chosen to receive them

The City has prioritized public and City staff emergency notification above non-emergency communication. However, it recognizes that non-emergency notifications will likely comprise the majority of system use. Please see section 4.3 "System Use Guidelines" for details.

AlertSeattle is a hosted, cloud-based solution employing a Software as a Service (SaaS) operating model. The Department of Information Technology (DoIT) will administer the system and provide first tier service desk support. *AlertSeattle* is operated as an enterprise resource capable of serving all City departments for emergency alerting, public outreach and service advisories. Rave Mobile Safety will provide 7 x 24 customer support to City system users and will provide user training. Rave will also ensure continuity of operations during disaster events employing interconnected redundant data centers and high throughput multiple path communications networks.

Overall governance of *AlertSeattle* will be by the Operating Board as provided for in the system operating charter agreed to by the participating departments. The Office of Emergency Management is designated as the primary business owner and will convene and chair meetings of the Operating Board. This board will coordinate the implementation and application of these operational policies and guidelines. Departments using *AlertSeattle* will be responsible for their internal adherence to City policies and will train and supervise their staff in the use of the system. All policies governing the use and operation of *AlertSeattle* will be approved by the Emergency Executive Board. Coordination of system use and operations, as well as development of operating practices, will be through the Management Team, chaired by OEM and composed of designated representatives from the departments utilizing *AlertSeattle* as outlined in the system operations charter.

1.1 System Objectives

The following describes *AlertSeattle*'s capability in meeting the City's three notification objectives.

Conducting Emergency Alerting and Staff Mobilization

AlertSeattle facilitates the creation of emergency text and audio notifications that can be delivered via multiple methods, including texts, e-mails and voice calls. Notification creators can

¹ Alerts will be delivered within the City's boundaries and the service areas of the Utilities as well as other key areas that could be affected by City infrastructure (e.g., communities downstream from City dams on the Tolt River and at Lake Youngs)

choose which notification delivery mechanism(s) to use and craft a notification accordingly. For example, a single notification can involve a recorded voice message sent via phone, a typewritten message sent by email and text message, and a different typewritten note sent via social media and/or posted on a website.

In addition to these notification capabilities, *AlertSeattle* may apply to access the Wireless Emergency Alerting (WEA) service². WEA uses one-to-many broadcasts and doesn't require addressing individual cellular phone numbers. In order to qualify to use the WEA system Seattle must request and receive approval from FEMA, sign a memorandum of understanding and have designated system users successfully complete WEA certification training. WEA can only be used for the most severe alerts where threat to life is imminent.

The public can be reached three ways:

1. By calling phone numbers listed in the White Pages database and 911 database
2. By accessing customer contact lists maintained by City departments and utilities; and
3. By utilizing contact information from the City's public self-registration Web portal.
4. By sending a WEA message broadcast to all Smart phones located in a targeted area to be used only in the most critical emergencies.

Note: phone numbers in the White Pages and 911 databases are primarily landline phones and represent an increasingly smaller portion of the public.

AlertSeattle can notify all recipients listed in its database or target a specific area based on an interactive map interface. Messages can also be targeted by lists which dictate associations to one or more groups. System functionality can be expanded to notifying specific buildings and floors within a building, as well as sending flash messages to computer screens or broadcasting on building public address systems.

Once the emergency notification text and/or audio message has been created and the recipients have been selected, *AlertSeattle* sends notifications according to the delivery mechanisms specified by the notification creator (e.g., text, e-mail, voice call and/or text-to-speech). Emergency notifications are intended for all targeted recipients and accordingly may not adhere to the preferences specified by people who have opted to receive notifications through specific channels (e.g., notify via email but never phone). Non-emergency notifications are sent and delivered in conformance to these preferences. See section 4.4 for details regarding translation capabilities.

Contact information for employees – All City employees have their information loaded from HRIS into *AlertSeattle*, lists have been configured to group employees by department and building location. Currently email addresses and desk phone numbers and some cell numbers are loaded for employees who have these assigned. It remains an open question if the City will require employees to provide personal contact information including home phone number, personal cell numbers and personal e-mail addresses.

² WEA is a cooperative public notification system operated by FEMA and wireless service providers (Verizon, AT&T, T-Mobile etc.).

Sending Important, Non-Emergency Notifications

Aside from business process differences that dictate how to create these messages and when they are acceptable, non-emergency notifications can be generated and sent exactly the same way as emergency notifications. *AlertSeattle* provides a few additional capabilities targeted more toward important, non-emergency notifications. These include:

1. Recognition of recipient notification preferences that were selected at the time they signed up through public opt-in web page and ensuring the non-emergency notification adheres to these subscriber preferences.
2. Notification scheduling, which queues notification delivery until a specific time or a window of time.
3. Application Programming Interfaces (APIs) that allow other City systems to initiate, populate and send notifications automatically as established by service delivery procedures.

Non-emergency notifications will not make use of *AlertSeattle*'s interface with the City's 911 database. Instead, selecting recipients will rely on APIs, the system's mapping interface and/or pre-defined lists, or manual entry of recipients.

Strict business process controls and policies are critical for using *AlertSeattle* for non-emergency notifications. The City and public are best served by a system that delivers pertinent non-emergency information to people who want to receive those notifications. Sending too many notifications can encourage recipients to stop participating – and potentially prevent them from receiving emergency notifications. The Usage Policies and Guidelines section addresses this topic further.

1.2 Limitations

AlertSeattle's primary use is for sending time-sensitive emergency and non-emergency notifications concerning life safety and/or information about significant interruptions in City services. Because *AlertSeattle* is capable of facilitating general interaction with City customers or stakeholders for other purposes (e.g., announcing a new or revised City process, advertising City events), the City must be mindful of creating notification fatigue that could lead to recipients opting out of receiving emergency notifications.

Accordingly, the *AlertSeattle* Operating Board reserves the right to determine acceptable system use cases for non-emergency notifications.

Please see section 4.3 for further prohibitions.

2. Community Outreach to Facilitate Subscriber Sign-up

AlertSeattle is configured in two domains: a. Public Safety and b. Utilities this provision is made to best manage the differences in service area geography and the types of emergencies and service disruptions.

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- a. The Public Safety Domain will include police, fire, transportation, emergency management and the general services of the City. The service area will be the corporate boundaries of the City of Seattle
- b. The Utilities Domain will include City Light and Seattle Public Utilities and their service and warning areas which are in part located outside the corporate boundaries of the City of Seattle. Seattle Public Utilities may extend the use of this system to water districts who distribute SPU water. The specific purpose is to notify customers of water related emergencies or service disruptions.

This separation of domains will insure that utility customer lists will only be used to contact a customer in a utility service related matter and not for general government or public safety use. Utility customers will be encouraged to sign up to receive general public safety alerts and notifications.

There are three primary methods of obtaining contact information for notifying the public:

1. Utilizing vendor-provided databases containing phone numbers listed in the White Pages and phone numbers supporting the automatic number and location systems for E-911 centers – these numbers are primarily for landline phones and represent an increasingly smaller portion of the public to be alerted;
2. Accessing customer contact lists maintained by City departments and utilities (see limitations discussed above regarding domains);
3. Establishing a public subscriber web portal to gather phone, mobile phone, e-mail and social media contact information.

Landline phones are used much less by people in Seattle today. With fewer traditional wired phones in homes, an increasing majority of people use wireless phones for their voice and text messaging. The Seattle Police Department reports that less than 27 percent of all 911 calls originate from landlines. For *AlertSeattle* to successfully reach the majority of people, Seattle must find an effective way for people to subscribe and provide their contact information – including their wireless numbers.

The City's objective is to provide the public with single subscriber web portal to register for both emergency and non-emergency notifications. To ensure the broadest participation, this will require a coordinated public education effort by the City, King County's Smart911 program registration campaign and Rave Mobile Safety. People who live, work or spend time in Seattle will be able to set up a profile page with contact information, language preference, preferred notification methods and specific categories of non-emergency notifications they want to receive, e.g., service disruptions, utility outages, road closures, etc. *AlertSeattle* and *Smart911* are both hosted by Rave Mobile Safety and registration for both services can be completed simultaneously from a common Web portal.

The City may also leverage customer and employee contact information contained in other City systems but City customers must first give the City permission to use this information for purposes outside its original intent. For example, the City's utility customers provide their contact information to Seattle Public Utilities and Seattle City Light for service and billing

activities (the original intent). This contact information cannot be used for general City emergency notifications or other non-emergency notifications unless approved by customers. To reinforce this separation separate operating domains for public safety and the utilities – see explanation above. Participating departments may need to create or modify business processes and/or customer-facing applications to seek permission for using customer contact information for emergency notification purposes. Processes and technology must adhere to the City’s six privacy principles³.

Finally, Rave Mobile Safety has committed to helping the City conduct a subscriber registration campaign to encourage people to provide their information to the opt-in subscriber Web portal. This campaign must address hard-to-reach communities (e.g., visual and auditory impaired people, non-English speakers) as their inclusion will be critical to the program’s success.

3. System Governance and Management

Overall governance of *AlertSeattle* will be by the Operating Board as provided for in the system operating charter signed by the participating departments. The Office of Emergency Management (OEM) is designated as the primary business owner and will convene and chair Operating Board meetings. This board will coordinate the implementation and application of these operational policies and guidelines. Departments using *AlertSeattle* will be responsible for their internal adherence to City policies and will train and supervise their staff in the use of the system. All policies governing the use and operation of *AlertSeattle* will be approved by the Emergency Executive Board. Coordination of system use and operations, as well as development of operating practices, will be through the Management Team composed of designated representatives from the departments utilizing *AlertSeattle* as outlined in the system operations charter.

3.1 Emergency Executive Board (EEB)

The Mayor has established the Emergency Executive Board to review and provide advice on emergency issues requiring policy action by the Mayor. The EEB will review and approve all policies governing the use and operation of *AlertSeattle* including all related SOPs developed by city departments. Policies affecting operation of the emergency notification and alerting system will first be reviewed by the AlertSeattle Operating Board and recommended for approval to the EEB via the Office of Emergency Management Director. It is the EEB’s responsibility to ensure consistency of these policies within the City’s overall public safety priorities and communications strategies.

3.2 Operating Board

The Operating Board is responsible for overall governance of *AlertSeattle*, as indicated by the agreement of participating departments identified in the system operating charter. The Office of Emergency Management is designated as the primary business owner and will convene and chair Operating Board meetings. This board will coordinate the implementation and application of operational policies and guidelines, as well as oversee the effective and accountable operation of the system. The management team provides recommendations to the Operating Board, whose responsibilities include:

³ The City’s privacy principles can be viewed [here](#).

- Executive-level oversight and management of the system
- Review of the recommendations made by the management team
- Support and review of ongoing maintenance, enhancement and budget for the system
- Framework for collaboration and dispute resolution

3.3 Management Team

This team is composed of designated representatives from departments using *AlertSeattle* as outlined in the system operations charter. The management team is responsible for coordination of system use and operations, as well as development of operating practices. The team will be chaired by the OEM Operations Coordinator, who will coordinate meeting agendas and convene quarterly meetings or on an as-needed basis.

3.4 User Group

This group is composed of front-line staff who conduct or participate in both emergency and non-emergency notifications. They serve as a working team to identify system issues, suggest revision to practices and serve in a preliminary policy and decision-making role, as well as an advisory body to the management team and/or operating board.

3.5 Roles and Responsibilities

Departments are responsible for working with the City *AlertSeattle* administrator to provide logins and procedural training to authorized individuals within their organization responsible for using the *AlertSeattle* system.

Participating Departments

Departments using *AlertSeattle* will be responsible for their internal adherence to City policies and will train and supervise their staff in the use of the system. Departments will develop their own internal standard operating procedures (SOPs) guiding how authorized personnel will use the *AlertSeattle* system. All participating departments will designate a management level representative to the *AlertSeattle* Management Team.

City System Administrator

The Department of Information Technology will assign and maintain a designated *AlertSeattle* system City administrator responsible for vendor relationship management through a service level agreement, system accessibility, and administration of system roles and access permissions at a citywide level. Departments will maintain administration of roles and access within their respective organizational frameworks.

The City Administrator is responsible for:

1. System technical coordination and contract management.
2. Security management and compliance.
3. Audit compliance: routine monitoring of System performance and operations to ensure contract compliance.
4. Access management: establish and maintain distribution of department administrator accounts and update local administrator contact list.

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5. Data management: Help facilitate access to enterprise and application data for generating internal City contact database for *AlertSeattle* use.
6. Testing: facilitate routine technical test exercises, document overall test results and recommend and execute, as needed, corrective action.
7. System support: provide support to department administrators. Including providing tier 1 service desk support for city users of *AlertSeattle* and access to training on how to operate and administer the system.

Department Administrator

Participating departments agree to appoint a designated *AlertSeattle* administrator responsible for leading, coordinating, monitoring and optimizing use of *AlertSeattle* within their department. Department administrators shall act as the department's central point of contact and will work collaboratively with the City administrator and OEM as the business owner to ensure local use of the system is within policy and operational guidelines.

Department administrators are responsible for:

1. Work with other department staff as appropriate to define notification operating procedures
2. Use compliance: routine monitoring to ensure the system is used within the conditions and terms of City policy and operating guidelines.
3. Access management: local user account distribution and management.
4. Data management: perform routine data management, error-correcting and data integrity updates to contact and geo-coded map data used by the department.
5. Testing: facilitate routine local System test exercise, document local test results and recommend and execute, as needed, corrective action at the local level.
6. System support: provide support to department end-users and access to vendor resources for more in-depth orientation and training.

***AlertSeattle* System and User Support**

The City's contract with Rave Mobile Safety provides for 24x7x365 support of the *AlertSeattle* system. All City of Seattle registered users are able to contact Rave for software support but should defer to department standard operating procedures for specific guidance regarding support activities. During normal business hours all users should contact the City service desk to report service issues, gain help in logging in or basic system questions. After hours users should contact Rave customer service either by e-mail or phone.

4. *AlertSeattle* Usage Policy and Guidelines

Purpose - This policy is intended to outline the City of Seattle's guidelines for the use of *AlertSeattle* in emergency, non-emergency (e.g., service disruptions and road closures) and special event notifications.

Definitions:

AlertSeattle: The City's emergency notification and alerting system

Emergency: Any situation where the public’s health and safety are at risk.

Non-emergency: A non-life-threatening situation where the public needs to be notified.

Employee Notification and Mobilization: Alerting City employees according to department standard operating procedures

4.1 System Activation

City departments are responsible for sending messages to affected residents, businesses, organizations and public agencies within their service authority and jurisdiction. Detailed activation procedures shall be included in documented standard operating procedures (SOPs).

The City created the *AlertSeattle* Activation Matrix to provide further guidance on use of the system to send notifications.

The matrix defines two axes – **urgency** and **significance** – that can be rated 1-4. Severity/criticality decreases as the rating increases (i.e., 1 is more critical than 4). The intersection of urgency and significance ratings denotes one of six possible notification levels – each with specific guidelines. (See *Notification Level Guidelines on the following page.*)

The following provides definitions for both significance and urgency.

		AlertSeattle Activation Matrix			
		Significance			
Urgency		1	2	3	4
	1	1	2	3	4
	2	2	3	4	5
	3	3	4	5	6
4	4	5	6	6	

Significance:

1. **Most severe** – large-scale emergency with life and safety of large portion of population at risk; justifies wide area alert, including all or most of the City.
2. **Significant** – geographically limited emergency, e.g., a neighborhood, campus, business complex or large facility where a large number of people’s lives and health are at risk.
3. **Limited** – a small to moderate event limited to a specific geographic area, e.g., a few residential blocks and/or a small business area where less than five people’s lives and/or health are at risk.
4. **Informational** – safety notices, service outage alerts or disruption notifications (e.g., storm warnings, sex offender in neighborhood, utility service outages and road closures)

Urgency:

1. **Most urgent** – not to exceed 15 minutes for assessing the hazard, its potential impact and sending the alert. People’s lives, safety and health are in immediate danger.
2. **Urgent** – not to exceed 30 minutes for assessing the hazard, its potential impact and sending the alert. People’s lives, safety and health are in danger.
3. **Time sensitive*** – not to exceed 2 hours for assessing the hazard, its potential impact and send the alert. People’s lives, safety and health are not in immediate danger.
4. **Important*** – not to exceed 4 hours for assessing the hazard, its potential impact and sending the alert. People’s lives, safety and health are not in immediate danger.

Departments responsible for sending notifications must ensure that their SOPs do not result in a notification being sent after the alert time window indicated by the urgency rating.

*Note that urgency ratings of 3 and 4 may place the notification in a level that does not require 24/7 notification (depending on significance). Notifications may be sent after the “not to exceed” timeline in these cases if notification remains relevant.

Notification Level Guidelines

The following defines guidelines specific to each notification level.

Emergency Level	Guidelines
1. Critical Emergency	<ul style="list-style-type: none"> A. Requires initiation and approval from the authorized City command structure B. Requires Mayor and City Council notification C. Meets criteria established by the Mayor for issuing critical alerts D. Complies with authorization and accountability measures specified in the City’s alert activation protocols E. Requires a broad public information effort F. Necessitates 24/7 notification
2. Emergency	<ul style="list-style-type: none"> A. Follows department SOPs for approval B. Requires Mayor and City Council notification C. Necessitates 24/7 notification
3. Sensitive	<ul style="list-style-type: none"> A. Follows department SOPs for approval B. Requires Mayor’s Office and City Council notification (per SOPs) C. 24/7 notification optional
4. Important	<ul style="list-style-type: none"> A. Follows department SOPs for approval B. Requires Mayor’s Office and City Council notification (per SOPs) C. 24/7 notification optional
5. Localized	<ul style="list-style-type: none"> A. Follows department SOPs for approval B. Requires Mayor’s Office and City Council notification (per SOPs) C. Do not notify 24/7
6. Information	<ul style="list-style-type: none"> A. Follows department SOPs for approval B. Requires Mayor’s Office and City Council notification (per SOPs) C. Do not notify 24/7

Public Notifications

1. Critical Emergency Notifications Level 1 - The Seattle Police Department’s 911 Center is the only City agency authorized to send citywide emergencies using the *AlertSeattle* system. Citywide emergency alerts shall be authorized by the City’s approved command structure and be in compliance with protocols and criteria prescribed by the Mayor. It is understood that timely notification is essential for warning the public to take life protective measures in response to a critical event. It may not be possible to contact the Mayor and gain approval within critical time limitations. Therefore the Mayor will

preapprove conditions and criteria for authorizing these alerts consistent with approved practices and accountability measures.

When Seattle implements the Wireless Emergency Alerting system (WEA) these alerts will be considered a level 1 Alert and require the same criteria for approval – these alerts will only be sent by the Seattle Police Department 911 center.

2. Public notifications for Levels 2-6 are the responsibility of the individual City departments and will be sent by their designated personnel as provided for by departmental guidelines and procedures. Citywide public notifications initiated by OEM will be sent from the Police 911 center. SOPs will be drafted by departments to outline this authorization process and procedure.
3. Departments who are unable to send a notification should contact Rave Mobile Safety support to assist and/or send the notification for the department.
4. Participating agencies are authorized to develop pre-established notification lists and messages to meet their individual needs. These lists may include special populations (e.g., in-home care, schools, etc.) or those susceptible to certain risks (e.g., homes within known slide areas or flood zones). It is the responsibility of the departments to create, maintain and update these lists.

City Employee Notification and Responder Mobilization

1. City campus and building safety – the Department of Finance and Administrative Services (FAS) is the designated lead for coordinating policies for campus and building safety messaging. FAS in cooperation with departments that operate facilities and their building management firms, may use the *AlertSeattle* system to notify City employees of safety or emergency incidents occurring in or around City facilities. FAS in collaboration with other departments will develop guidelines for advising employees of safety and security issues and provide direction for required action. Additionally, FAS and other property managers may use *AlertSeattle* to advise employees of building closures or service disruptions due to weather or other events.
2. Emergency Operations Center (EOC) activations – The Office of Emergency Management (OEM) may use the *AlertSeattle* system to notify EOC responders and agency managers of developing events that may result in activation and to then call them in should activation be required.
3. All City departments may register to use *AlertSeattle* and may use the system to notify employees and call out responders teams for approved activations. All departments using the system are required to develop standard operating procedures which must be consistent with the City's approved policy and guidelines.
4. All notifications sent to employees regarding reporting to work during city emergencies and/or special work instructions will be authorized and coordinated by the designated representative from the Seattle Department of Human Resources.

4.2 Routine Testing

The *AlertSeattle* System will be tested quarterly. Test exercises will be geared toward ensuring use of the System in an emergency is optimized. This includes testing operational readiness, activation procedures and system effectiveness, as well as validating data and system processes.

Through test exercises, system administrators and users will be able to verify usability and effectiveness of the system and related procedures.

Testing resulting in notifications to the public must be authorized in advance, be well advertised to the community and be connected to a citywide preparedness event or campaign.

Specific test exercise routines, roles, responsibilities and schedules will be detailed in the standard operating procedure (SOPs) document of the departments.

4.3 System Use Guidelines

1. The *AlertSeattle* systems may be used to send early warning and time sensitive information to residents, businesses, organizations and public agencies before, during and after an emergency event when people are being asked to take emergency action.
2. Additionally, the *AlertSeattle* systems may be used to send urgent non-emergency information regarding disruption of services, road closures and other advisories that contribute to the overall public safety and health of the community.
3. Messages sent through the notification systems must be clear, concise, accurate and actionable.
4. The department, authorizing official or incident commander, who is responsible for the content and distribution of each notification message, shall provide a clear point of contact for additional information regarding the message specifics. This contact will be responsible for addressing media inquiries, public complaints, and/or follow-up.
5. While the notification systems can be used for non-emergency events, these notifications will require rigorous review and a stricter approval process. This approval process is needed to avoid desensitizing recipients to City messaging.

Emergency Use

Use of the *AlertSeattle* System for emergency notifications serves two critical needs: (1) sending critical safety information to individuals, businesses, organizations and public agencies within a short timeframe, and (2) mobilizing and communicating with emergency responder staff, volunteers and involved parties about an approaching, present or very recent emergency event.

Critical and Emergency Public Notifications are identified by:

1. Imminent or perceived threat to life or property
2. Disaster notifications
3. Evacuation notices
4. Public health emergencies
5. Public safety emergencies
6. Any notification to provide emergency information to a defined community

As a general rule, *AlertSeattle* is to be used when the public is being asked to take a specific action (e.g., evacuate, prepare to evacuate, shelter in place, boil tap water before drinking, missing child, notification of closure of the incident). The following criteria should be utilized in combination with *AlertSeattle* Activation Matrix to assist with determining the need to issue an alert:

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1. *Severity* - how significant is the threat to public life and safety?
2. *Public Protection* - Is there a need for people to take a protective action to reduce loss of life or substantial loss of property?
3. *Warning* - Will providing warning information assist people in making the decision to take proper and prudent action?
4. *Timing* – what factors determine how quickly the City should issue a notification and what timelines do those factors indicate/identify?
5. *Geographical area* - Is the situation limited to a defined geographical area? Is that area of a size that will allow for an effective use of the system, given the outgoing call capacity?
6. *Alternatives* - Are other means of disseminating the information inadequate to ensure proper and time delivery of the information?

Emergency Responder and Key Staff Notifications are limited to:

1. Emergency notification and subsequent updates
2. Request responders and/or key staff report for duty
3. Changing the time or location for staff reporting
4. Exercises

Emergency notification considerations:

1. Notification shall clearly state situation is an emergency.
2. Audio or text-to-speech messages shall not exceed 60 seconds.
3. Provide a phone number or website where the public can obtain additional or updated information.
4. An all clear notification should be sent when applicable.

Non-Emergency Use

Use of the *AlertSeattle* system for single use, non-emergency announcements requires pre-authorization from an authorized manager in the department sending the notification. Use of *AlertSeattle* for ongoing non-emergency notifications requires operating board approval of a business case outlining the proposed notification process, frequency, messaging and recipients. Non-emergency use shall be consistent and in compliance with the non-emergency guidelines included within these guidelines. Departments who use the *AlertSeattle* system for non-emergency activity agree to give precedence to emergency notification call-outs by delaying or terminating non-emergency notification sessions if needed to increase emergency message success. The primary concern for point of failure in this situation is not the *AlertSeattle* system, but the telecommunications capacity of local phone and cell service providers responsible for delivering messages.

Non-emergency public notification use is prohibited for any of the following purposes:

1. Any message of a non-City nature.
2. Any message of a political nature.

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3. Any non-official business (e.g., articles, retirement announcements, etc.).
4. Any message sent to an E-911 obtained data source (E-911 contact information cannot be used for non-emergency purposes).

Non-emergency considerations:

1. Recipients can become desensitized to too many government messages.
2. Clearly identify sender or announcement as non-emergency.

The non-emergency public notifications are allowed as outlined below:

1. If the recipient has opted-in through the self-registration process to receive specific non-emergency notifications.
2. If the recipient has a business relationship with a City department and regularly receives notices of payments due, and changes in services – the City department may use the *AlertSeattle* system to contact their customers.

All non-emergency messages must be clearly labeled as non-emergency and clearly state the purpose of the notification. Emergency and non-emergency messages must be immediately and easily distinguishable. Message delineation is critically important (e.g., preface emergency notifications with ****EMERGENCY****)! Notifications must not de-sensitize the public/create a situation where people will ignore emergency notifications.

4.4 Accessibility and Languages

A hosted Web portal is operated and maintained by Rave Mobile Safety for the City of Seattle to facilitate subscriber sign-up to receive notifications from *AlertSeattle*. The portal enables translation of content into the City's top 20 spoken languages and more. Language translation capability will enable many Seattle residents to subscribe for notifications using their own languages and receive limited alerts in their selected language.

The portal is accessible to blind and sight-impaired via content and image descriptions that screen readers can verbalize. It is also fully compliant with the industry Voluntary Product Accessibility Template (VPAT) standard.

Deaf and hearing impaired people may subscribe to receive notifications by way of TTY and TDD devices. Messages are sent in multi-mode formats that enable reception on preferred devices.

The *AlertSeattle* system can automatically translate written notifications from English into several other languages and send them to subscribers in the language they selected when registering for the service. Messages automatically translated by the system must be first validated by a native speaker before sending. Seattle's objective is to build a library of key alert messages that are validated and ready to use for the City's top 20 spoken languages. These messages may contain directions to receive additional information from web sites or phone numbers. Automatic language translation capabilities will increase as the technology develops and as the City matures in its ability to provide services in multiple languages.

5. Appendix A: Notification Levels

The following table provides an example of alert levels and attendant hazard examples identified by the *AlertSeattle* Activation Matrix. Note that the Alert Authority column specifies the primary department responsible for *approving* notifications. By policy, SPD is tasked with sending critical emergency notifications (level 1). For lower notification levels, notifications are sent as the specified. Within the named department, SOPs define the process and which role/roles/specific employees have permission to send notifications.

Alert Significance	Urgency	Alert Approval Authority	Send Responsibility	Comments	Hazard Example
					Critical Emergency
1	1	MO (pre-authorization protocol)	SPD		<ul style="list-style-type: none"> • Severe/multi-point terrorist attack or credible threat • Large-scale hazardous materials incident • Severe water supply danger (chemical or biological agent) • Tsunami/seiche warning/evacuation
					Emergency
1	2	King County Public Health	SPD/KCPH (TBD)		<ul style="list-style-type: none"> • Infectious disease
2	1	SPD	SPD		<ul style="list-style-type: none"> • Social unrest (e.g., violent protests, rioting) • Active shooter
2	1	SFD	SFD		<ul style="list-style-type: none"> • Gas main break – potential fire & explosion • Evacuation or shelter in place order re: <ul style="list-style-type: none"> ○ Out-of-control fire ○ Explosion ○ Hazardous materials
2	1	SPU/SCL	SPU/SCL		<ul style="list-style-type: none"> • Dam failure

Alert Significance	Urgency	Alert Approval Authority	Send Responsibility	Comments	Hazard Example
2	1	DPD SPU OEM	SPD SPU SPD		<ul style="list-style-type: none"> Evacuation notice for natural events: <ul style="list-style-type: none"> Landslides Floods Volcanic evacuation
					Sensitive
1	3	OEM	SPD		<ul style="list-style-type: none"> Information re: <ul style="list-style-type: none"> Earthquakes
2	2	SPU	SPU		<ul style="list-style-type: none"> Boil water order Significant sewer system failure
3	1	SPD	SPD		<ul style="list-style-type: none"> Active crime scene
					Important
					Localized
4	2	SPU	SPU		<ul style="list-style-type: none"> Water pipe break - flooding
4	2	SCL	SCL		<ul style="list-style-type: none"> Power distribution emergencies and outages
					Information
4	4	SPD	SPD		<ul style="list-style-type: none"> Notice of registered sex offender living in neighborhood
4	4	SPU	SPU		<ul style="list-style-type: none"> Water contamination information Community/neighborhood drainage system impact/disruption Water shortages
3	4	SFD	SFD		<ul style="list-style-type: none"> Environment contamination <ul style="list-style-type: none"> Information Stay out of area
4	4	SFD/SPD	SFD/SPD		<ul style="list-style-type: none"> Serial Arson

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Alert Significance	Urgency	Alert Approval Authority	Send Responsibility	Comments	Hazard Example
4	4	SDOT	SDOT		<ul style="list-style-type: none"> • Significant road closures and traffic disruption • Significant public transportation disruptions
4	4	OEM	SPD	Secondary to NOAA	<ul style="list-style-type: none"> • Advisories, Warnings and Information re: <ul style="list-style-type: none"> ○ Excessive heat ○ Flooding ○ Snow, ice and extreme cold ○ Wind ○ Landslides ○ Volcanic
4	4	SPU SPU SCL	SPU SPU SCL		<ul style="list-style-type: none"> • Service Disruptions <ul style="list-style-type: none"> ○ Solid waste ○ Water outages ○ Planned power outages